

# International Society of Franchising

## ISOF Papers

### 2001 International Society of Franchising

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#### Publication:

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International Institute for Franchise Education

Nova Southeastern University

#### **1. Communication Satisfaction Among Employees in Franchised Lodging Chains: A Preliminary View of New Research**

Skip Swerdlow, University of Nevada, Las Vegas Wesley S. Roehl, Temple University

#### **2. Overall Franchisee Satisfaction: A Predictive Model** ([abstract](#))

Douglas C. Haines, University of Idaho Frank. H. Wadsworth, Indiana University Southeast

#### **3. An Ounce of Prevention is Worth a Pound of Cure: Findings from National Franchisee (dis-) Satisfaction Study in Finland** ([abstract](#))

Mika Tuunanen, University of Jyväskylä, Finland

#### **4. International Franchising in China: An Interview with Kodak** ([abstract](#))

Ilan Alon, State University of New York at Brockport

#### **5. International Franchising in Emerging Markets** ([abstract](#))

Dianne H.B. Welsh, John Carroll University Ilan Alon, State University of New York at Brockport

#### **6. Developments in Franchising Present New Challenges** ([abstract](#))

Jan C. Bezemer, Franchise Magazine, The Netherlands

#### **7. Do Franchise Systems Advertise Too Much? U.S. Restaurant Expenditures and Performance 1988-1998** ([abstract](#))

Robert E. Stassen, University of Arkansas Robert A. Mittelstaedt, University of Nebraska

**8. Application Service Providers (ASP) in Franchising: Opportunities and Issues** [\(abstract\)](#)

Ye-Sho Chen, Louisiana State University Chris Ford, Public Systems Associates, Inc.  
Robert Justis, Louisiana State University Pete Chong, Gonzaga University

**9. The e-Business Challenge to Franchising** [\(abstract\)](#)

Andrew Terry, University of New South Wales, Australia

**10. Modeling Franchise Network Organization** [\(abstract\)](#)

Audesh K. Paswan, University of North Texas Jerome Loustau, University of North Texas  
Joyce A. Young, Indiana State University

**11. The Franchising Industry's Use of Internet Technology** [\(abstract\)](#)

Sanjay S. Mehta, Sam Houston State University Wendelynn T. Stewart, Sam Houston  
State University Douglas M. Kline, Sam Houston State University Balasundram Maniam,  
Sam Houston State University

**12. The Effect of Regulation: An Analysis of the Australian Franchising Code of Conduct** [\(abstract\)](#)

Lorelle Frazer, Griffith University, Australia Jolene Lim, Kienbaum Pte. Ltd., Singapore

**13. Network Expansion Conflict** [\(abstract\)](#)

William S. Vincent, Kennesaw State University John E. Hellriegel, Heel-Quik, Inc. Lewis G.  
Rudnick, Esq; Piper, Marbury, Rudnick & Wolfe

**14. Allocation of Decision and Ownership Rights in Franchising: Empirical Findings in the Austrian Franchise Sector** [\(abstract\)](#)

Josef Windsperger, University of Vienna

**15. Franchising as a Source of Technology Transfer to Developing Economies**

John Stanworth, University of Westminster, UK Stuart Price, University of Westminster,  
UK David Purdy, University of Westminster, UK

**16. The Emerging Patterns of Franchising in India** [\(abstract\)](#)

Rajiv P. Dant, Boston University Patrick J. Kaufmann, Boston University

**17. Public Opinion About Franchising in an Emerging Market: An Exploratory Investigation Involving Indian Consumers** [\(abstract\)](#)

Audhesh K. Paswan, University of North Texas Joyce A. Young, Indiana State University S.  
Prasad Kantamneni, Emporia State University

**18. The Effect of Macroeconomic Conditions on U.S. Franchisor Entry and Survival** [\(abstract\)](#)

Francine Lafontaine, University of Michigan Business School

**19. Retail Franchise Failure: Strategic Management Perspective and Longitudinal Analysis** ([abstract](#))

Stevan R. Holmberg, Kogod School of Business, American University Kathryn Boe Morgan, Brigham Young University and IFA Educational Foundation

**20. The Dynamics of Contract Mixing in Franchising** ([abstract](#))

Begoña López, University of Oviedo, Spain Begoña González-Busto, University of Oviedo, Spain

**21. Size, Growth Rate and Risk Sharing as the Determinants of Propensity to Franchise in the Chain Restaurants** ([abstract](#))

Yae Sock Roh, Central Michigan University

**22. Service Chain Organizational Forms and a Preliminary Approach by the Population Ecology Model** ([abstract](#))

Gérard Cliquet, Université de Rennes 1, France Rozenn Perrigot, Université de Rennes 1, France